

Serlin's United Scrap Metal saves customers thousands by recycling

When Marsha Serlin founded United Scrap Metal in 1978, it was tenacity, determination and commitment to quality service that led to her initial success. With two children to feed, her marriage in ruins, no money, a house in foreclosure and a car in the process of being repossessed, Serlin knew that in order to reclaim her life, she'd have to build it! With \$200 to start the business, she rented a truck from Budget and quickly prevailed in the marketplace — much to the dismay of her competitors.

Today, the nationally recognized, award-winning company serves large and small clients spanning a wide array of market segments, including manufacturing, demolition/construction, utilities, printing and service centers. An on-site recycling center also serves the community and construction trades in the Chicago area.

Comprehensive recycling programs ultimately save the firm's customers thousands of dollars, while reducing the overall waste stream. United Scrap's wide-ranging approach has helped promote new behaviors geared towards reducing landfill at their customers' businesses. Diverting thousands of truckloads and millions of pounds of material from landfills

extends the lives of facilities by many years, making a positive impact on the economy and the environment. "We educate each of our customers on waste reduction fundamentals and potential ways to increase their recycling activity," Serlin said. "This has translated into a recycling breadth well beyond the confines of their businesses, as these best practices have been further integrated into their homes and communities."

Serlin and her son Brad, who serves as president, embrace a challenging, rewarding and enjoyable workplace where people look forward to coming to work and pursuing their goals. The company's commitment to the lives of its team members is a core value that has shaped the business since its inception, instilling a culture of empowerment and respect.

Even throughout the recent economic downturn, Serlin continued to invest and expand the company, as the firm's competitors were cutting back. "Our opportunities are endless. We continue to focus on offering our customers a comprehensive approach to their recycling needs, ultimately saving them a lot of time and money," she said. Always looking to the future, United Scrap Metal is forecasting continued growth and expansion into new markets over the next few years.



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